

Work package type and ref.nr	DISSEMINATION & EXPLOITATION	4
Title	Dissemination and exploitation	
Related assumptions and risks	<p>Assumptions</p> <ul style="list-style-type: none"> • Competitiveness of the banking and tourism sectors in Mongolia as mobile and dynamic areas to attract young graduates • Undergoing developments are in line with the National Development Program for Tourism initiated by the Mongolian government as part of the activities targeting the Asia-Pacific region; • Willingness and readiness of the Mongolian stakeholders outside the project consortium for European cooperation, • Richness of experiences due to the diversity and complementarity of EU partners <p>Risks</p> <ul style="list-style-type: none"> • Insufficient access of the rural youth to the produced benefits of the project due to its main focus on Ulaanbaatar. • Imbalance in gender terms favouring more males than females transitioning from education into labour market 	
Description	<p>Based on the project’s dissemination strategy WP4 is for the active dissemination of the project activities starting from the day of the Kick-off meeting. All traditional and social media channels popular in Mongolia will be exploited to ensure that project outcomes and benefits reach not only internal, but also external stakeholders interested in WBL.</p> <p>Launch and maintenance of project website as dynamic dissemination tool is envisioned that will be regularly enriched with relevant materials on the WBL schemes and tools, project deliverables and outputs and it will become a platform not only for the project’s immediate stakeholders, but also will be actively popularized for the access by the general public in Mongolia.</p> <p>Along with the small-scale internal seminars and dissemination events organized at each of the Mongolian stakeholders’ premises large-scale national consultation workshops and national dissemination conferences are envisioned in Ulaanbaatar to discuss the project results at different implementation phases.</p> <p>Awareness raising activities on the project achievements will be simultaneously undertaken by the Mongolian stakeholders and in programme countries for WBL-interested academic and non-academic communities.</p> <p>As direct beneficiaries of the project the Mongolian students and the staff of the involved enterprises will present their WBL-related success stories and lessons learnt that will be disseminated through traditional, printed and online media channels.</p> <p>Sustainability actions within the project will include both tangible and intangible results achieved within the project that will multiply the project’s impact after its lifetime, among them stakeholders interested in WBL will benefit from the following: training package – PITAHE; enhanced capacity of the involved staff engaged in WBL, fact-finding reports presenting each Mongolian partners’ specific context on WBL; NSD-WBLM for 2024-2029, Flexible Apprenticeship Model (FAM); piloting of UAPBI and UAPT, policy amendments to the Mongolian national legislation on WBL, needed equipment provided and installed for usage, as well as partnership agreements between Mongolian stakeholders and EU partners for further collaboration after the project’s lifetime.</p>	

Tasks	- Dissemination strategy and products - Project website and its enrichment - Publication and dissemination of project outputs - Awareness-raising events, national consultation workshops and conferences		
Estimated Start Date (15-01-2021)	M1,Year1	Estimated End Date (15-12-2023)	M12,3
Lead Organisation	UoM, UTBv, OU		
Participating Organisation	All partners		
Costs <i>Please explain the necessary costs for this WP: What travels are necessary? If equipment is requested, explain why it is required. If subcontracting is necessary, explain why the task cannot be performed by the partner.</i>	Staff Costs (SC), Travel Costs (TC), Costs of Stay (CS), Subcontracting costs Tender Results, Equipment Costs Co-Financing.		

Deliverables/results/outcomes

Expected Deliverable/Results/Outcomes	Work Package and Outcome ref.nr	4.1.	
	Title	Elaboration and implementation of project PDES	
	Type	<input type="checkbox"/> Teaching material <input type="checkbox"/> Learning material <input type="checkbox"/> Training material	<input type="checkbox"/> Event <input type="checkbox"/> Report <input type="checkbox"/> Service/Product
	Description	All the tangible deliverables produced under the project, e.g. NSD-WBLM and FAM concepts in printed versions, training package - PITAHE, as well as on-going reports, brochures, and dissemination leaflets on the project activities will be published with special attention to the E+ disclaimer and will be posted online on the project website, as well as distributed to the consortium members for the database of their institutions.	
	M10,Y3		
	Languages	English & Mongolian	
Target groups	<input checked="" type="checkbox"/> Teaching staff <input type="checkbox"/> Students <input type="checkbox"/> Trainees <input checked="" type="checkbox"/> Administrative staff <input checked="" type="checkbox"/> Technical staff <input type="checkbox"/> Librarians <input type="checkbox"/> Other		
	<i>If you selected 'Other', please identify these target groups. (Max. 250 words)</i>		

Dissemination level	<input type="checkbox"/> Department / Faculty	<input type="checkbox"/> Local	<input checked="" type="checkbox"/> National
	<input type="checkbox"/> Institution	<input type="checkbox"/> Regional	<input checked="" type="checkbox"/> International

Expected Deliverable/Results/ Outcomes	Work Package and Outcome ref.nr	4.2.	
	Title	Communication and media coverage on project	
	Type	<input type="checkbox"/> Teaching material <input type="checkbox"/> Learning material <input type="checkbox"/> Training material	<input type="checkbox"/> Event <input type="checkbox"/> Report <input type="checkbox"/> Service/Product
	Description	<p>Communication and media coverage on project will be developed with the WP4 leaders and actively supported by the other partners and external expert. It will envisage the timeline of the dissemination activities, target groups, distributed roles for the partners, etc.</p> <p>Based on the Communication and media coverage on project plan, active dissemination of the project activities will start from the day of the Kick-off meeting. All traditional and social media channels popular in Mongolia will be exploited to ensure that project outcomes and benefits reach not only internal, but also external stakeholders interested in WBL.</p> <p>Awareness raising activities on the project will be simultaneously undertaken by the EU partners as well for WBL-interested academic and non-academic communities.</p>	
	M12,Y3		
	Languages	English & Mongolian	
Target groups	<input checked="" type="checkbox"/> Teaching staff <input type="checkbox"/> Students <input type="checkbox"/> Trainees <input checked="" type="checkbox"/> Administrative staff <input checked="" type="checkbox"/> Technical staff <input type="checkbox"/> Librarians <input type="checkbox"/> Other		
	<i>If you selected 'Other', please identify these target groups. (Max. 250 words)</i>		
Dissemination level	<input type="checkbox"/> Department / Faculty	<input type="checkbox"/> Local	<input checked="" type="checkbox"/> National
	<input type="checkbox"/> Institution	<input type="checkbox"/> Regional	<input checked="" type="checkbox"/> International

Expected Deliverable/Results/ Outcomes	Work Package and Outcome ref.nr	4.3.	
	Title	Creation and regular update of project Website	
	Type	<input type="checkbox"/> Teaching material <input type="checkbox"/> Learning material <input type="checkbox"/> Training material	<input type="checkbox"/> Event <input type="checkbox"/> Report <input type="checkbox"/> Service/Product
	Description	<p>Launch and maintenance of project website as dynamic dissemination tool is envisioned that will be regularly enriched with relevant materials on the WBL schemes and tools, project</p>	

		<p>deliverables and outputs and it will become a platform not only for the project's immediate stakeholders, but also will be actively popularized for the access by the general public in Mongolia. All the partners will contribute to the timely update of the project website under the guidance of WP leaders. The online dissemination of the project will be carried out through the specific websites of each partner institutions from Mongolia with direct referencing to the project main website.</p>
	M12,Y3	
	Languages	English & Mongolian
Target groups	<input checked="" type="checkbox"/> Teaching staff <input type="checkbox"/> Students <input type="checkbox"/> Trainees <input checked="" type="checkbox"/> Administrative staff <input checked="" type="checkbox"/> Technical staff <input type="checkbox"/> Librarians <input type="checkbox"/> Other	
	<i>If you selected 'Other', please identify these target groups. (Max. 250 words)</i>	
Dissemination level	<input type="checkbox"/> Department / Faculty <input type="checkbox"/> Local <input checked="" type="checkbox"/> National <input type="checkbox"/> Institution <input type="checkbox"/> Regional <input checked="" type="checkbox"/> International	

Expected Deliverable/Results/Outcomes	Work Package and Outcome ref.nr	4.4.	
	Title	Organization of national consultative workshops on NSD-WBLM and FAM in Mongolia	
	Type	<input type="checkbox"/> Teaching material <input type="checkbox"/> Learning material <input type="checkbox"/> Training material	<input type="checkbox"/> Event <input type="checkbox"/> Report <input type="checkbox"/> Service/Product
	Description	<p>Along with the small-scale internal seminars and dissemination events organized at each of the Mongolian stakeholders' premises large-scale national consultation workshops and national dissemination conferences are envisioned in Ulaanbaatar to discuss the project results at different implementation phases.</p>	
	M7,Y2		
	Languages	English & Mongolian	
Target groups	<input checked="" type="checkbox"/> Teaching staff <input type="checkbox"/> Students <input type="checkbox"/> Trainees <input checked="" type="checkbox"/> Administrative staff <input checked="" type="checkbox"/> Technical staff <input type="checkbox"/> Librarians <input type="checkbox"/> Other		
	<i>If you selected 'Other', please identify these target groups. (Max. 250 words)</i>		

Dissemination level	<input type="checkbox"/> Department / Faculty <input type="checkbox"/> Institution	<input type="checkbox"/> Local <input type="checkbox"/> Regional	<input checked="" type="checkbox"/> National <input checked="" type="checkbox"/> International
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Expected Deliverable/Results/ Outcomes	Work Package and Outcome ref.nr	4.5.	
	Title	Awareness-raising activities on the apprenticeship, developed NSD-WBLM and FAM;	
	Type	<input type="checkbox"/> Teaching material <input type="checkbox"/> Learning material <input type="checkbox"/> Training material	<input type="checkbox"/> Event <input type="checkbox"/> Report <input type="checkbox"/> Service/Product
	Description	During the awareness raising events all the tangible deliverables produced under the project, e.g. NSD-WBLM and FAM concepts in printed versions, training package - PITAHE, as well as on-going reports, brochures, and dissemination leaflets on the project activities will be available for the external stakeholders interested in WBL.	
	M4,Y3		
	Languages	English & Mongolian	
Target groups	<input checked="" type="checkbox"/> Teaching staff <input type="checkbox"/> Students <input type="checkbox"/> Trainees <input checked="" type="checkbox"/> Administrative staff <input checked="" type="checkbox"/> Technical staff <input type="checkbox"/> Librarians <input type="checkbox"/> Other		
	<i>If you selected 'Other', please identify these target groups. (Max. 250 words)</i>		
Dissemination level	<input checked="" type="checkbox"/> Department / Faculty <input checked="" type="checkbox"/> Institution	<input type="checkbox"/> Local <input type="checkbox"/> Regional	<input checked="" type="checkbox"/> National <input type="checkbox"/> International

Expected Deliverable/Results/ Outcomes	Work Package and Outcome ref.nr	4.6.	
	Title	Organization of national dissemination conferences in Ulaanbaatar	
	Type	<input type="checkbox"/> Teaching material <input type="checkbox"/> Learning material <input type="checkbox"/> Training material	<input type="checkbox"/> Event <input type="checkbox"/> Report <input type="checkbox"/> Service/Product
	Description	One of the heights of the dissemination campaign will be stakeholders' conferences in Mongolia, which will bring in about 500 participant – local and international. Furthermore, the project consortium will attempt to actively involve all HEIs by disseminating project outcomes and inviting them to all project events.	
	M10,Y3		
	Languages	English & Mongolian	
Target groups	<input checked="" type="checkbox"/> Teaching staff <input type="checkbox"/> Students		

	<input type="checkbox"/> Trainees <input checked="" type="checkbox"/> Administrative staff <input checked="" type="checkbox"/> Technical staff <input type="checkbox"/> Librarians <input type="checkbox"/> Other
	<i>If you selected 'Other', please identify these target groups. (Max. 250 words)</i>
Dissemination level	<input checked="" type="checkbox"/> Department / Faculty <input type="checkbox"/> Local <input checked="" type="checkbox"/> National <input checked="" type="checkbox"/> Institution <input type="checkbox"/> Regional <input type="checkbox"/> International